

## **REMARKS**

The present application has been reviewed in light of the Non-final Office Action dated November 9, 2009. Claims 1, 3-9, and 12-19 are pending, of which Claims 1 and 12 are independent form. Claims 3 and 13 have been cancelled.

By the present Amendment, Claims 1 and 12 have been amended to include the recitation, "wherein said polarizing mirror and said display device are rotatable with respect to each other and with respect to an axis substantially perpendicular to the first plane." This language has been added to clarify Applicants' claimed subject matter. Reconsideration of the present application, as presently presented, is respectfully requested.

### **I. Rejection of Claims 3 and 13 Under 35 U.S.C. §112**

Claims 3 and 13 were rejected under 35 U.S.C. §112, first paragraph, as failing to comply with the written description requirement. Applicants have cancelled Claims 3 and 13. Accordingly, withdrawal of the rejection with respect to 35 U.S.C. §112, first paragraph, is respectfully requested.

### **II. Rejection of Claims 1, 7-9, 12 and 17-19 Under 35 U.S.C. §103(a)**

In the Office Action, Claims 1, 7-9, 12 and 17-19 were rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten (WO 03/079318) in view of Kotchick et al. (U.S. Patent Publication No. 2004/0223099).

Applicants' independent Claims 1 and 12 have been amended to better define Applicants' claimed subject matter. It is believed that the amendments to Applicants' independent claims better illustrate the patentability of Applicants' claimed subject matter over Horsten and Kotchick et al., taken alone or in any proper combination.

In particular, independent Claim 1 has been amended to recite “wherein said polarizing mirror and said display device are rotatable with respect to each other and with respect to an axis substantially perpendicular to the first plane.” Independent Claim 12 has been amended to include similar limitations as independent Claim 1. Support for the amendments is found, for example, at page 2, lines 22-26.

The prior art of record does not teach or said polarizing mirror and said display device are rotatable with respect to each other and with respect to an axis substantially perpendicular to the first plane, as recited by Applicants’ independent claims.

In particular, Horsten teaches that a power supply 108 may supply power to the display controller 104, to the display unit 102, and also to a light source 110. The light source 110 may include an optional reflector 111 to aid in directing the light in a preferred direction. The display unit 102 typically includes an upper absorbing polarizer 112 and a lower absorbing polarizer 114. A liquid crystal layer 116 is sandwiched between the upper and lower absorbing polarizers 112 and 114. The display unit 102 operates by changing the polarization of certain portions of the light passing therethrough.

Horsten does not disclose or suggest a polarizing mirror and a display device rotatable with respect to each other and with respect to an axis substantially perpendicular to a first plane, as recited by Applicants’ independent Claims 1 and 12.

Kotchick et al. does not address the deficiencies of Horsten. Kotchick et al. teaches in the abstract, among other places, that “a structured translector is disposed to the back side of the color display unit and includes a structured surface and a layered dielectric reflector disposed over the structured surface.” Kotchick et al. does not

disclose or suggest a polarizing mirror and a display device rotatable with respect to each other and with respect to an axis substantially perpendicular to a first plane, as recited by Applicants' independent Claims 1 and 12.

Accordingly, Applicants respectfully submit that independent Claims 1 and 12 are patentable over Horsten and Kotchick et al., taken alone or in any proper combination. Accordingly, withdrawal of the rejection with respect to independent Claims 1 and 12 under 35 U.S.C. §103(a) and allowance of said claims are respectfully requested.

Claims 7-9 and 17-19 depend, directly or indirectly, from independent Claim 1 or 12 and contain all of the features of Claim 1 or 12. Therefore, for at least the reasons presented above for the patentability of Claims 1 and 12, it is respectfully submitted that Claims 7-9 and 17-19 are also patentable. Hence, withdrawal of the rejection with respect to Claims 7-9 and 17-19 under 35 U.S.C. §103(a) and allowance of said claims are respectfully requested.

### **III. Rejection of Claims 4-6 and 14-16 Under 35 U.S.C. §103(a)**

Dependent Claims 4-6 and 14-16 were rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten (WO 03/079318) in view of Kotchick et al. (U.S. Patent Publication No. 2004/0223099) as applied to Claims 1 and 12 above and further in view of Yoo (U.S. Patent Publication No. 2004/0036672).

Yoo does not address the deficiencies of Horsten and Kotchick et al. with respect to independent Claims 1 and 12. Moreover, Claims 4-6 and 14-16 depend from independent Claims 1 and 12, respectively. Therefore, for at least the reasons presented above for the patentability of Claims 1 and 12, it is respectfully submitted that Claims 4-6 and 14-16 are distinguishable over Horsten in view of Kotchick et al. as applied to

Claims 1 and 12 above and further in view of Yoo. Accordingly, withdrawal of the rejection with respect to Claims 4-6 and 14-16 under 35 U.S.C. §103(a) and allowance thereof are respectfully requested.

#### **IV. Conclusion**

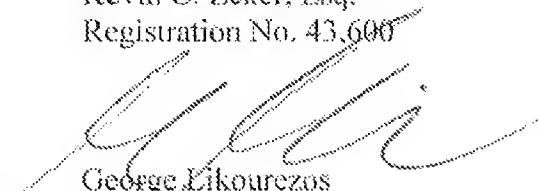
In view of the amendments made to the claims herein, and in view of the remarks/arguments presented above, Applicants respectfully submit that the rejections raised by the Examiner in the Office Action should be withdrawn and the present application allowed. Furthermore, Applicants respectfully submit that none of the references of record considered individually or in any proper combination, disclose or suggest Applicants' claimed subject matter.

Respectfully submitted,

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